

ABSTRACT OF THE INVENTION

Data describing advertisements displayed within a shopping cart is used within a store computer, system along with data from a process, such as barcode scanning, identifying items selected for purchase during the use of the shipping cart. The data identifying the selected items is compared with data identifying the items that have been advertised within the cart of identifying a manufacturer, supplier, or brand name that has been advertised to determine the effectiveness of the advertising and to establish an amount of money owed for displaying the advertising.